C1750-1A

The Fifth Estate

Broadcasting ↯ Apr 1

Minneapolis and St. Paul. We've even got wizards—three of the five biggest computer firms are headquartered here. So are thirteen of Fortune's 500. If you're looking for people with brains (also courage, heart and lots of disposable income), look toward the Twin Cities. It's one fantastic market.

KSTP-TV 5
On top of one fantastic market.

54th Year 1985

The world according to Wirth □ Men in the CBS eye

20814SRI AT850I ZWZ
SRI ACO
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 108 No. 13

Broadcasting Apr 1

A preview of the 99th Congress, according to Tim Wirth
The management approach at CBS
Coverage of the CAB conference

WIRTH VIEWS □ House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) sees fewer showdowns with Fifth Estate in this congressional session and seeks cooperation with broadcasting industry on programing, public broadcasting areas. Subcommittee's emphasis to shift from telecommunications matters to those of finance and international trade. **PAGE 39.**

DEAL RECAP □ Brokers estimate what particular stations will get on the market when CCC/ABC divests its media properties in order to meet FCC regulations. **PAGE 43.**

LOCAL PRE-EMPTION □ FCC moves to pre-empt state and local zoning laws concerning earth stations, makes further housecleaning moves in AM technical rules area. **PAGE 45.**

CBS STORY □ In view of the increased attention paid to television networks by the financial community, strength and stability—in short, management—have taken on a new urgency. Gene Jankowski has applied the collegial approach to assembling his management team. In this special report, BROADCASTING looks at the way the CBS/Broadcast Group president has chosen and positioned key executives to meet the increasing challenge and complexity of media management. **PAGE 48.**

AD CAMPAIGN □ Cabletelevision Advertising Bureau convention stresses educating advertisers and agencies to benefits of cable. **PAGE 60.** General Foods' Mitchel discusses targeted marketing. **PAGE 64.** Needham Harper Worldwide's Reinhart urges creation of cable advertising excellence award. **PAGE 65.**

SWEEPING RESULTS □ CBS affiliates first, NBC second and ABC third in February sweeps. Only NBC shows household gain. **PAGE 72.**

END OF LINE □ WNYC(AM) New York loses appeal at Supreme Court to operate nighttime service. **PAGE 75.**

GOVERNMENT INTERVENTION □ Storer seeks FCC help in combating proxy fight by group of stockholders. **PAGE 75.**

HILL CONCERNS □ Senate questions Fowler on Capcities/ABC waivers. **PAGE 76.**

SATELLITE STRATEGY □ Intelsat Director Colino outlines measures to protect satellite carrier's services. **PAGE 78.** Intelsat cuts service rates and approves new services. **PAGE 80.**

INTERNATIONAL NIGHTLINE □ Ted Koppel and company spend one week exploring South African issues in *Nightline* segments from Johannesburg. **PAGE 86.**

FIRST RIGHTS □ Appeals court decision further widens cable's First Amendment rights. **PAGE 88.**

PUMPING MONEY □ Tele-Communications Inc. continues to infuse DBS operator USCI with cash; ATC shows interest in joining TCI's DBS plans. **PAGE 89.**

HIGH RATING □ James Lyons, president of A.C. Nielsen's Media Research Group, is helping that company keep pace with the proliferating delivery services. **PAGE 119.**

INDEX TO DEPARTMENTS

Advertising & Marketing 60	Editorials 122	Journalism 86	Stock Index 70
Business Briefly 14	Fates & Fortunes 115	Law & Regulation 75	Telecastings 82
Cablecastings 10	Fifth Estater 119	The Media 89	Where Things Stand 34
Changing Hands 90	For the Record 99	Monday Memo 22	
Closed Circuit 7	In Brief 120	Programing 72	
Datebook 26	In Sync 81	Riding Gain 84	

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $85. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: Americom Brokers, Inc. 92 □ Antonelli Media Training Center 18 □ Associated Press Broadcast Services 14 □ Blackburn & Co., Inc. 90 □ Broadcast Financial Management Assn. 11 □ CBS RadioRadio 6, 38 □ Chapman Associates 93 □ Chroma Filmes-MFL, Ltd. 77 □ Classified Ads 105-114 □ Columbia Pictures Television 8-9 □ R.C. Crisler & Co. 95, 97 □ DFS Program Exchange 28-29 □ Embassy Telecommunications 15 □ The Fetzer Stations 59 □ Fiesta Unlimited, Inc. 84 □ Four Star International, Inc. 27 □ Fries Distribution Co. 68-69 □ Gammon & Ninowski Media Investments, Inc. 99 □ Frank Gari Productions 67 □ Group W Productions 16-17 □ The Ted Hepburn Co. 91 □ Image One 77 □ Independent Insurance Agents of America, Inc. 61 □ Josephson Radio Fourth Cover □ Kalamusic 85 □ Kalil & Co., Inc. 96 □ King World Second Cover/3 □ KSTP-TV Front Cover □ KTLA 55 □ MCA TV 24-25 □ Metromedia Producers 19 □ NBC 51, 52-53 □ Paramount Domestic Television and Video Programming 47 □ Professional Cards 102, 103 □ Seltel Third Cover □ Services Directory 103 □ Barry Sherman & Associates 94 □ Softpedal, Inc. 87, 89 □ Supernet 31 □ Telepictures Corp. 62-63 □ Transtar 4, 12-13, 23 □ TWA 71 □ 20th Century Fox Television 20-21 □ Unity School of Christianity 33 □ Warner Bros. Television Distribution 36-37 □ WTTG 49

February sweep numbers show strides NBC has made

Network is only one to record household gain and moves from third to second behind first-place CBS

CBS affiliates ranked first, NBC affiliates second and ABC affiliates third in prime time homes delivery in local television audience measurements in the February sweeps.

The order of finish, like the one in last fall's November sweep, represented a top-to-bottom change from February 1984, when ABC's affiliates placed first, CBS's second and NBC's third. Only NBC's affiliates reached more homes last February than in February 1984. They reached 9% more, while CBS's were down by 6.4% and ABC's by 15.2%.

These figures are drawn from CBS researchers' analysis of the market-by-market reports of the Arbitron audience measurement service, totaling 211 markets.

(Each network does its own analysis, using its own methodologies. The results differ but usually in minor detail; rarely are the differences enough to create disagreement about the order of finish. This year, for instance, NBC found the same order of finish but calculated its gain in homes delivered at 8% rather than the 9% CBS estimated, and put the CBS and ABC losses at 6% and 15% respectively, almost identical to the CBS calculations.)

In the CBS researchers' count of the Arbitron books, the three networks together reached 41,948,000 households per average prime time, quarter-hour during the February sweep period, down 5.2% from February 1984's average of 44,239,000. CBS put its own total at 14,464,000, NBC's at 13,834,000 and ABC's at 13,650,000, giving CBS an edge of 4.6% over NBC and 6% over ABC.

NBC researchers' tally of the Arbitron reports, covering 222 markets, put the CBS total at 14,580,000 homes, NBC's at 14,112,000 and ABC's at 13,771,000.

They also said NBC was first in prime time women, 18-49, and first in men, 18-49. They were preparing a more detailed analysis for distribution later.

The CBS analysis noted that the 5.2% decline in three-network audience does not tell the whole story: "Since the overall total U.S. household population has increased slightly since February 1984 (+1.3%), these [homes-delivery] figures instead represent a 6.5% three-network loss, this year versus last."

The CBS analysis said that, compared with February 1984, CBS affiliates increased their prime time homes delivery in 39 markets, dropped in 127 and showed no change in 13, while NBC affiliates gained in 148, lost in 25 and were unchanged in 10, and ABC affiliates moved up in 30, down in 135 and held steady in 11.

In the 147 Arbitron markets (145 last year) where all three networks have affiliates, the CBS researchers, using fractional credits in accounting for ties, calculated that CBS affiliates ranked first in prime time in 64 markets, down from 67.8 a year earlier; NBC affiliates were first in 48, up from 13.8, and ABC affiliates were first in 35, down from 63.3. In second-place prime time finishes, CBS affiliates had 48.6, NBC affiliates 48 and ABC affiliates 50.5, while third-place scores went to CBS affiliates in 34.5 markets, to NBC affiliates in 51 and to ABC affiliates in 61.5.

On an all-day basis (9 a.m. to midnight), the CBS calculations showed CBS affiliates in first place in 74 markets, up from 67 a year earlier; NBC affiliates first in 36.5 markets, up from 21, and ABC affiliates first in 36.5 markets, down from 57. Second-place rankings on the 9 a.m. to midnight basis went to CBS affiliates in 43.5 markets, NBC affiliates in 47 markets and ABC affiliates in 56.5 markets, while third-place standings were distributed as follows: CBS in 29.5 markets, NBC in 63.5 and ABC in 54.

The table beginning below was developed by BROADCASTING from CBS compilations of Arbitron market-by-market reports. Household numbers are in thousands (add 000) per average quarter-hour (8-11 p.m., Monday-Saturday, and 7-11 p.m., Sunday) and include viewing of any local programing that pre-empted network programs. Boldface numbers indicate market winners. An asterisk shows a new station or affiliation change in the market between the February sweeps of 1984 and 1985. The 1985 sweep period was Jan. 30-Feb. 26. Not included are markets that Arbitron does not measure, including those in Alaska, Hawaii and the Virgin Islands. □

ADI (rank)	1985 households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	17	22	**28**
Akron, Ohio (Cleveland)	**11**	—	—
Albany, Ga. (152)	6	—	**64**
Albany-Schenectady-Troy, N.Y. (52)	81	**103**	87
Albuquerque, N.M. (64)	71	51	**73**
Alexandria, La. (163)	—	—	**44**
Alexandria, Minn. (180)	—	**32**	—
Alpena, Mich. (210)	—	**6**	—
Amarillo, Tex. (116)	**39**	29	30
Anniston, Ala. (194)	—	**14**	—
Ardmore-Ada, Okla. (173)	14	**25**	—
Atlanta (15)	202	229	188
Augusta, Ga. (104)	**49**	42	31
Austin, Tex. (81)	41	**59**	48
Bakersfield, Calif. (150)	**27**	22	21
Baltimore (21)	**177**	170	173
Bangor, Me. (154)	19	**28**	23
Baton Rouge (89)	**71**	63	38
Battle Creek, Mich. (Grand Rapids, Mich.)	**32**	—	—
Beaumont-Port Arthur, Tex. (121)	41	**46**	39
Bellingham, Wash. (Seattle)	—	**11**	—
Bend, Ore. (206)	—	**4**	—
Billings-Hardin, Mont. (164)	**17**	**17**	8
Biloxi-Gulfport-Pascagoula, Miss. (178)	**37**	—	—
Binghamton, N.Y. (133)	13	**48**	24
Birmingham, Ala. (47)	**118**	48	113
Bluefield-Beckley-Oak Hill, W.Va. (143)	**34**	—	33
Boise, Idaho (134)	26	23	**29**
Boston (6)	282	283	**297**
Bowling Green, Ky. (192)	**28**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	26	57	**83**
Buffalo, N.Y. (35)	112	107	**108**
Burlington, Vt.-Plattsburgh, N.Y. (101)	12	**49**	33
Casper-Riverton, Wyo. (180)	**17**	8	3
Cedar Rapids-Waterloo, Iowa (77)	48	50	**69**
Charleston, S.C. (106)	36	**44**	39
Charleston-Huntington, W.Va. (43)	72	93	**131**
Charlotte, N.C. (32)	108	**149**	46
Charlottesville, Va. (Richmond, Va.)	—	—	**8**
Chattanooga (80)	56	49	**58**
Cheyenne, Wyo. (190)	—	**20**	—
Chicago (3)	**532**	424	506
Chico-Redding, Calif. (140)	**30**	24	—
Cincinnati (27)	114	**132**	113
Clarksburg-Weston, W.Va. (165)	—	**31**	23
Cleveland (11)	**281**	236	276
Colorado Springs-Pueblo (105)	**43**	38	32
Columbia, S.C. (88)	35	37	**77**
Columbia-Jefferson City, Mo. (145)	**31**	**31**	21
Columbus, Ga. (115)	**47**	46	20
Columbus, Ohio (34)	106	**136**	116
Columbus-Tupelo, Miss. (137)	13	29	**51**

ADI (rank)	1985 households (000) ABC	CBS	NBC
Corpus Christi, Tex. (125)	**31**	27	29
Dallas-Fort Worth (8)	**252**	**252**	230
Davenport, Iowa-Rock Island-Moline, Ill. (74)	60	57	**68**
Dayton, Ohio (49)	74	**114**	78
Denver (19)	147	138	**167**
Des Moines (66)	55	71	**77**
Detroit (7)	297	272	**314**
Dothan, Ala. (161)	11	**46**	—
Dubuque, Iowa (Cedar Rapids-Waterloo, Iowa)	**6**	—	—
Duluth, Minn.-Superior, Wis. (119)	30	**32**	30
El Centro, Calif.-Yuma, Calif. (179)	5	—	**10**
El Paso, Tex. (97)	36	30	**45**
Elmira, N.Y. (166)	**13**	—	**13**
Erie, Pa. (135)	25	24	**42**
Eugene, Ore. (128)	29	**30**	12
Eureka, Calif. (182)	8	**10**	—
Evansville, Ind. (87)	**60**	46	44
Fargo, N.D. (102)	**43**	37	35
Flagstaff, Ariz. (205)	—	—	**10**
Flint-Saginaw-Bay City, Mich. (58)	85	45	**94**
Florence, S.C. (148)	25	**55**	—
Florence, Ala. (Huntsville-Decatur, Ala.)	—	—	**8**
Fort Myers-Naples, Fla. (112)	23	**37**	36
Fort Smith, Ark. (147)	21	**33**	14
Fort Wayne, Ind. (96)	**44**	41	42
Fresno, Calif. (65)	54	**69**	51
Gainesville, Fla. (174)	**20**	—	—
Glendive, Mont. (211)	—	2	—
Grand Junction, Colo. (184)	9	**16**	—
Grand Rapids-Kalamazoo, Mich. (40)	60	84	**94**
Great Falls, Mont. (177)	**14**	12	—
Green Bay, Wis. (68)	**66**	58	63
Greensboro-Winston Salem-High Point, N.C. (51)	87	**106**	82
Greenville-New Bern, N.C. (99)	36	51	**58**
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)	95	102	**118**
Greenwood-Greenville, Miss. (170)	**30**	14	—
Hagerstown, Md. (195)	—	—	**16**
Hanover, N.H. (Burlington, Vt.-Plattsburgh, N.Y.)	—	—	**10**
Harrisburg-Lancaster-Lebanon-York, Pa. (48)	66	83	**119**
Harrisonburg, Va. (197)	**19**	—	—
Hartford-New Haven, Conn. (22)	137	**174**	75
Helena, Mont. (Great Falls, Mont.)	—	—	**5**
Houston (10)	**266**	209	200
Huntsville-Decatur-Florence, Ala. (91)	53	**55**	41
Idaho Falls-Pocatello (157)	13	**20**	18
Indianapolis (25)	128	**142**	139
Jackson, Miss. (84)	30	64	**69**
Jackson, Tenn. (185)	**36**	—	—
Jacksonville, Fla. (63)	49	**84**	48
Johnstown-Altoona, Pa. (79)	1	57	**94**
Jonesboro, Ark. (175)	**35**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	30	**39**	30
Kansas City, Mo. (28)	**131**	**131**	127
Knoxville, Tenn. (59)	69	**96**	50
La Crosse-Eau Claire, Wis. (130)	17	32	**39**
Lafayette, Ind. (191)	—	**18**	—
Lafayette, La. (109)	46	**67**	—
Lake Charles, La. (171)	—	—	**39**
Lancaster-Lebanon, Pa. (Hrbrg-Lan-Leb-York)	—	**29**	—
Lansing, Mich. (103)	—	**58**	42
Laredo, Tex. (199)	4	4	**5**
Las Vegas (99)	32	36	**40**
Laurel-Hattiesburg, Miss. (168)	—	—	**31**
Lexington, Ky. (76)	56	**71**	55
Lima, Ohio (196)	—	—	**16**
Lincoln-Hastings-Kearney, Neb. (90)	28	**54**	14
Little Rock, Ark. (56)	**90**	83	77
Los Angeles (2)	**624**	534	598
Louisville, Ky. (45)	66	101	**108**
Lubbock, Tex. (128)	22	**32**	26
Macon, Ga. (142)	19	**46**	17
Madison, Wis. (107)	34	**48**	43
Manchester, N.H. (Boston)	**30**	—	—
Mankato, Minn. (207)	—	**16**	—
Marquette, Mich. (186)	—	**21**	—
McAllen-Brownsville, Tex. (117)	**37**	34	21

ADI (rank)	1985 households (000) ABC	CBS	NBC
Medford, Ore. (155)	11	20	**28**
Memphis (41)	82	**131**	112
Meridian, Miss. (169)	**26**	11	5
Miami (14)	171	**185**	176
Milwaukee (29)	114	110	**128**
Minneapolis-St. Paul (13)	173	**188**	149
Minot-Bismarck-Dickinson, N.D. (144)	—	30	**37**
Missoula-Butte, Mont. (149)	—	14	**26**
Mobile, Ala.-Pensacola, Fla. (61)	64	**96**	74
Monroe, La.-El Dorado, Ark. (113)	16	**67**	24
Montgomery, Ala. (120)	21	23	**67**
Nashville, Tenn. (31)	93	**150**	136
New Orleans (33)	92	**135**	112
New York (1)	977	923	**995**
Norfolk-Portsmouth, Va. (46)	81	**97**	81
North Platte, Neb. (209)	—	—	**8**
Odessa-Midland, Tex. (146)	**29**	27	24
Oklahoma City (36)	84	**108**	98
Omaha (72)	**76**	71	69
Orlando-Daytona Beach, Fla. (30)	115	116	**128**
Ottumwa, Iowa-Kirksville, Mo. (202)	**21**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (73)	30	**79**	65
Palm Springs, Calif. (187)	**7**	—	6
Panama City, Fla. (176)	19	—	**23**
Parkersburg, W.Va. (198)	—	—	**10**
Peoria, Ill. (98)	44	38	**45**
Philadelphia (4)	**514**	425	453
Phoenix-Flagstaff (23)	114	**128**	114
Pittsburgh (12)	**261**	227	168
Portland, Ore. (24)	107	**121**	112
Portland-Poland Spring, Me. (78)	49	41	**51**
Presque Isle, Me. (201)	—	**8**	—
Providence, R.I.-New Bedford, Mass. (39)	101	80	**118**
Quincy, Ill.-Hannibal, Mo. (153)	—	**34**	32
Raleigh-Durham, N.C. (38)	**113**	107	42
Rapid City, S.D. (162)	**25**	—	15
Reno (123)	**29**	23	22
Richmond, Va. (55)	69	**86**	64

Year of Yuppie?

The way Foote, Cone & Belding sees it, the 1985-86 prime time season represents "the year of the yuppie" in network TV program development. The networks are making "an attempt to reach that well-paid, self-indulgent, baby-boom audience" with programing that to succeed "must serve a purpose, deliver a message or relate to life experiences." That is among the conclusions of FCB's national TV programing division as detailed in FCBlecom, a 58-page analysis and report, series by series, on the development plans of ABC, CBS and NBC. The report finds the new crop of sitcoms "similar to last season's in many respects," with new shows focusing on modern-day struggles of married or single parents, career women and mothers returning to the work force.

FCBlecom also takes a look at development projects network by network. According to the report:

■ ABC, after a full season of prime time trouble, appears to have prepared well for 1985-86, with a number of projects slated for mid-season starts or replacements—a precaution too much ignored last year. The network needs five to seven hours of new programing, and its development projects include nine new comedies and 15 dramas.

■ CBS, as the 1984-85 prime time ratings leader, is "the picture of stability," needing only three to five hours of new programing, maybe less. The development projects "look much like [CBS's] '84-'85 lineup," with both comedy and drama projects "more contemporary and sophisticated."

■ NBC, in its "Cinderella story" rise to second place, "finally reap[ed] the benefits of [Chairman] Grant Tinker's patience." For 1985-86 it needs about four and a half hours of new programing and has 13 new comedies and 13 new dramas to pick from. NBC has won the confidence of "some of Hollywood's most successful producers" and so should continue to be offered good product.

ADI (rank)	1985 households (000) ABC	CBS	NBC
Roanoke-Lynchburg, Va. (69)	42	**83**	57
Rochester, Minn.-Mason City, Iowa (141)	23	20	**28**
Rochester, N.Y. (71)	54	55	**56**
Rockford, Ill. (111)	33	30	**34**
Roswell, N.M. (183)	—	**16**	—
Sacramento-Stockton, Calif. (20)	142	137	**156**
St. Joseph, Mo. (189)	**17**	—	—
St. Louis (17)	157	**188**	**188**
Salinas-Monterey-San Jose, Calif. (110)	**41**	23	28
Salisbury, Md. (167)	13	**23**	—
Salt Lake City (42)	**90**	**90**	89
San Angelo, Tex. (193)	—	**14**	—
San Antonio,Tex. (44)	95	**101**	78
San Diego (26)	97	**115**	86
San Francisco (5)	276	**298**	276
Santa Barbara-Santa Maria, Calif. (114)	**26**	22	18
Sarasota, Fla. (158)	**23**	—	—
Savannah, Ga. (108)	33	**53**	27
Seattle-Bellingham-Tacoma (16)	164	138	**173**
Selma, Ala. (208)	—	**7**	—
Shreveport, La.-Texarkana, Tex. (53)	**90**	**90**	70
Sioux City, Iowa (139)	30	13	**37**
Sioux Falls-Mitchell, S.D. (93)	38	**62**	25
South Bend-Elkhart, Ind. (85)	45	57	**66**
Spokane, Wash. (75)	50	51	**54**
Springfield, Mass. (94)	38	—	**48**
Springfield, Mo. (82)	23	56	**64**
Springfield-Decatur-Champaign, Ill. (70)	53	63	**67**

ADI (rank)	1985 households (000) ABC	CBS	NBC
Syracuse, N.Y. (67)	59	79	**82**
Tallahassee, Fla. (132)	10	**53**	8
Tampa-St.Petersburg, Fla. (18)	164	**200**	169
Terre Haute, Ind. (127)	14	38	**46**
Toledo, Ohio (60)	60	**93**	**93**
Topeka, Kan. (136)	11	**35**	26
Traverse City-Cadillac, Mich. (138)	16	**45**	32
Tucson, Ariz. (83)	41	42	**46**
Tulsa, Okla. (54)	**98**	84	73
Tuscaloosa, Ala. (188)	—	**10**	—
Twin Falls, Idaho (204)	—	—	**10**
Tyler, Tex. (160)	**52**	13	—
Utica, N.Y. (159)	16	—	**27**
Valdosta, Ga. (Tallahassee, Fla.)	**6**	—	—
Victoria, Tex. (203)	6	—	**7**
Waco-Temple, Tex. (95)	42	**51**	—
Washington (9)	217	**247**	215
Watertown-Carthage, N.Y. (172)	—	**20**	—
Wausau-Rhinelander, Wis. (131)	28	**46**	15
West Palm Beach-Ft. Pierce, Fla. (62)	43	23	**53**
Wheeling, W.Va.-Steubenville, Ohio (123)	—	49	**53**
Wichita-Hutchinson, Kan. (57)	59	**76**	65
Wichita Falls, Tex.-Lawton, Okla. (126)	26	**30**	28
Wilkes Barre-Scranton, Pa. (50)	**104**	64	98
Wilmington, N.C. (151)	31	5	**56**
Yakima, Wash. (122)	24	**32**	24
Youngstown, Ohio (92)	44	**66**	60
Zanesville, Ohio (200)	—	—	**11**

ABC, NBC tie for first in ratings

The order of finish was reversed in the prime time ratings for the week ending March 24, as ABC and NBC tied for first, just edging out CBS. Based on Nielsen's National Television Index (NTI), ABC and NBC tied with a 15.6 rating and a 24.8 and 25 share, respectively, of the national prime time television households.

CBS scored a 15/24, more than 12% below its season-to-date ratings average. (Part of the reason for CBS's lower numbers was the network's coverage of NCAA basketball on Friday night, which preempted both *Dallas* and *Falcon Crest*. Basketball finished 59th and 70th respectively.)

The combined network rating and share for the 26th week of the 1984-85 prime time season was a 46.2/74, down slightly from a 47.8/77 for the comparable week a year ago. HUT levels were up 1% to a 62.8, however.

The week broke down into wins on Monday, Saturday and Sunday for CBS. ABC took Wednesday and Friday, and NBC took Tuesday and Thursday.

Like the 25th week, week 26 of the season produced a high number of repeats—17 out of 72 programs. *The Cosby Show* finished first for the seventh time in eight weeks, with an average 25.9/38. NBC had five of the top 10 shows, including second-place *Family Ties* (22.8/34) and fifth-place *Cheers*, both Thursday shows.

ABC premiered two one-hour series on Thursday, *Wildside* (16.4/24) at 8:30 and *Eye to Eye* (18.1/28) at 9:30. ABC had been averaging 12.9/18 and 13.9/22, respectively, in those two time periods this year.

Off the Rack on ABC scored a 13.6/22 on Friday at 9:30, up from its season average of 12.2/19.

NBC's premiere of *Half Nelson* on Sunday night (9-11 p.m. EST) scored a 14.2/22. ABC's *Sunday Night Movie*, "California Girls," scored a 20.3/31 to win the night. CBS averaged a 18.5/27 for the 9 p.m. hour with *Crazy Like a Fox* and 16.4/27 for the one-hour *Trapper John* at 10 p.m.

In its second week on CBS, *Detective in the House* was down from its premiere of 14.4/24, scoring a 12.6/21.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.9/38
2.	Family Ties	NBC	22.8/34
3.	Dynasty	ABC	22.6/35
4.	60 Minutes	CBS	22.5/36
5.	Cheers	NBC	21.9/33
6.	Newhart	CBS	21.3/32
7.	Kate & Allie	CBS	21.3/31
8.	A Team	NBC	20.6/31
9.	California Girls	ABC	20.3/31
10.	Riptide	NBC	19.4/30
11.	Murder, She Wrote	CBS	19.3/28
12.	20/20	ABC	18.9/34
13.	Hotel	ABC	18.7/33
14.	Crazy Like a Fox	CBS	18.6/27
15.	Eye to Eye	ABC	18.1/28
16.	Facts of Life	NBC	17.9/27
17.	Night Court	NBC	17.8/28
18.	Highway to Heaven	NBC	17.8/27
19.	Webster	ABC	17.4/29
20.	Charlie Brown Special	CBS	17.4/27
21.	Cagney & Lacey	CBS	17.2/29
22.	Scarecrow & Mrs. King	CBS	17.1/26
23.	Miami Vice	NBC	17.0/30
24.	Knight Rider	NBC	17.0/26
25.	Hill Street Blues	NBC	16.4/29
26.	Trapper John, M.D.	CBS	16.4/27
27.	Hardcastle & McCormick	ABC	16.3/24
28.	Wildside	ABC	16.1/24
29.	Knots Landing	CBS	16.0/26
30.	TV Bloopers & Prac. Jokes	NBC	15.9/23
31.	Remington Steele	NBC	15.8/26
32.	Mr. Belvedere	ABC	15.8/26
33.	Fall Guy	ABC	15.6/24
34.	Life's Embarrassing Moments	ABC	15.5/23
35.	This Wife for Hire	ABC	15.4/24
36.	Beep Beep Special	CBS	15.2/25
37.	Who's The Boss?	ABC	15.0/22
38.	Private Sessions	NBC	14.9/25
39.	Airwolf	CBS	14.7/24
40.	Charlie Brown Special	CBS	14.6/24
41.	Benson	ABC	14.6/25
42.	First Steps	CBS	14.4/24
43.	Sara	NBC	14.4/22
44.	Love Boat	ABC	14.2/24
45.	Half-Nelson	NBC	14.2/22
46.	Garfield Special	CBS	13.9/25
47.	T.J. Hooker	ABC	13.7/23
48.	Three's A Crowd	ABC	13.7/21
49.	Off the Rack	ABC	13.6/22
50.	Matt Houston	ABC	13.6/24
51.	Hunter	NBC	13.1/24
52.	St. Elsewhere	NBC	13.1/23
53.	Punky Brewster	NBC	12.9/20
54.	Cover-Up	CBS	12.7/23
55.	Detective in the House	CBS	12.6/21
56.	V	NBC	12.3/20
57.	Different Strokes	NBC	12.1/20
58.	Used Cars	CBS	12.0/20
59.	Basketball, G-town-Loyola	CBS	12.0/19
60.	Moonlighting	ABC	11.9/21
61.	MacGruder & Loud	ABC	11.9/18
62.	Finder of Lost Loves	ABC	11.7/21
63.	Gimme a Break	NBC	11.5/19
64.	Double Trouble	NBC	11.5/19
65.	Code Name: Foxfire	NBC	11.4/19
66.	Jeffersons	CBS	11.4/18
67.	Alice	CBS	11.0/16
68.	Silver Spoons	NBC	10.9/18
69.	Ripley's Believe It or Not	ABC	10.9/18
70.	Basketball, St. John's-Ky	CBS	10.8/20
71.	Under One Roof	NBC	10.8/18
72.	B/R	CBS	8.0/12

*indicates premiere episode

■ Rock Hill, S.C.—Metrolina Media Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500kw; HAAT: 1,176 ft.; ant. height above ground: 415.5 ft. Address: 615 N. Pine St., Charlotte, N.C. 28202. Principal is equally owned by Ginise J. Clement, John H. Milden, Malcom M. Burleson and George Gold. Milden also owns WSSC(AM) Sumter, S.C., and WWWS(FM) Saginaw, Mich. Filed March 20.

■ Rock Hill, S.C.—Family 55 TV Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,890 ft.; ant. height above ground: 1,899 ft. Address: 1610 Mulberry Circle, 29730. Principal is owned by Diane Wells (10%) and Jonathan Byrd (90%). Byrd is also app. for new TV in San Antonio, Tex. Filed March 20.

■ Rock Hill, S.C.—Urban Broadcasting Ltd. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,487 ft.; ant. height above ground: 1,514 ft. Address: 515 East Farris Ave., High Point, N.C. 27262. Principal is owned by Miriam L. Wagner, who has no other broadcast interests. Filed March 20.

■ Rock Hill, S.C.—Rock Hill Telecasters Associates Ltd. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,151 ft.; ant. height above ground: 1,038 ft. Address: 201 Parkmont Dr., Greensboro, N.C. 27408. Principal is owned by Benjamin T. Perry (50% partner, 15% owner) and Mark Conrad (50% partner, 5% owner) and Katherine R. Everett and her husband, Robinson. It also owns WKJA(TV) Wilmington, N.C., and is app. for new TV in Gainesville, Fla. Perry is also app. for new TV in Fort Worth. Everett and Conrad have interest in WGGT(TV) Greensboro, N.C. Everett also has interest in WFCT(TV) Fayetteville, N.C. Filed March 20.

■ Rock Hill, S.C.—DSL Broadcasting Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,964 ft.; ant. height above ground: 1,931 ft. Address: 3814 Columbine Circle, Charlotte, N.C. 28211. Principal is owned by Mattye Silverman, who has no other broadcast interests. Filed March 20.

■ Rock Hill, S.C.—Koontz Communications seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,952 ft.; ant. height above ground: 1,955 ft. Address: 201 South College #1300, Charlotte, N.C. 28244. Principal is owned by Kenneth H. Koontz (20%), Robert A. Seefried (40%), James D. Berry (20%) and Allan C. Eustis III (20%). Berry is announcer and Eustis is weatherman for WJLA(TV) Washington. Filed March 20.

■ Rock Hill, S.C.—Susan S. Mulkey seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 610 ft.; ant. height above ground: 473 ft. Address: 84 S. 67th Ave., Pensacola, Fla. 32506. Principal has no other broadcast interests. Filed March 20.

■ Rock Hill, S.C.—Faye Daye Corp. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,005 ft.; ant. height above ground: 973 ft. Address: 111-C Cricket Tree Lane, Columbia, S.C. 29210. Principal is owned by Faye Daye, who is also app. for new TV's in Fort Worth; Castle Rock, Colo.; Charleston, S.C.; Tolleson, Ariz., and Blanco, Tex. Filed March 20.

■ Rock Hill, S.C.—Catawba Communications Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,475 ft.; ant. height above ground: 1,413 ft. Address: 4511 Aberdeen Dr., Tyler, Tex. 75703. Principal is owned by L. William Heyman, who has no other broadcast interests. Filed March 20.

Facilities Changes

Applications

AM's

Tendered

■ KGDP (660 khz) Santa Ynez, Calif.—Seeks mod. of CP to change city of lic. to Orcutt, Calif. and change TL. App. March 19.

■ KNTA (1430 khz) Santa Clara, Calif.—Seeks CP to increase night power 2.5 kw; change TL, and make changes in ant. sys. App. March 19.

■ WGNZ (650 khz) Titusville, Fla.—Seeks mod. of CP to change city of lic. to Christmas, Fla. App. March 22.

Accepted

■ WJYV (850 khz) Forest, Miss.—Seeks CP to make changes in ant. sys. App. March 25.

■ WXSS (1030 khz) Memphis—Seeks MP to correct coordinates of directional ant. App. March 20.

■ WFCL (1380 khz) Clintonville, Wis.—Seeks CP to make changes in ant. sys. App. March 25.

FM's

Accepted

■ *KUAR (89.1 mhz) Little Rock, Ark.—Seeks mod. of CP to change TL. App. March 25.

■ *KRCC (91.5 mhz) Colorado Springs—Seeks CP to change ant. site; change ERP to .055 kw, and change HAAT to 2,102.48 ft. App. March 25.

■ *KCFR (90.1 mhz) Denver—Seeks mod. of CP to make changes in ant. sys. App. March 25.

■ *KWIT (90.3 mhz) Sioux City, Iowa—Seeks CP to increase ant. height and change ERP to 84 kw. App. March 25.

■ New (105.3 mhz) Haysville, Kan.—Seeks mod. of CP to change SL to 8.5 miles from center of Haysville on Highway 81. App. March 25.

■ WUUN (103.3 mhz) Marquette, Mich.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 541.2 ft. App. March 25.

■ *KDCV-FM (91.1 mhz) Blair, Neb.—Seeks CP to rated power from 10 to 100 w. App. March 25.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Seeks CP to install aux. ant. sys. App. March 22.

■ WXTU (92.5 mhz) Philadelphia—Seeks mod. of CP to change TL; change ERP to 17 kw, and change HAAT to 852.14 ft. App. March 25.

■ *WUOT (91.9 mhz) Knoxville, Tenn.—Seeks CP to construct higher tower; increase ant. center of radiation; replace present ant. and transmission line; change ERP to 100 kw, and change HAAT to 1,050.37 ft. App. March 25.

■ *WBCR (88.1 kw) Beloit, Wis.—Seeks CP to relocate ant., TL and SL; change ERP to .13 kw, and change center of radiation. App. March 25.

TV's

Accepted

■ WTLV (ch. 12) Jacksonville, Fla.—Seeks MP to change coordinates. App. March 19.

■ WSMW-TV (ch. 27) Worchester, Mass.—Seeks CP to correct ant. site coordinates. App. March 20.

■ *KWCM-TV (ch. 10) Appleton, Minn.—Seeks MP to change HAAT to 1,246 ft. and coordinates. App. March 25.

■ KNLC (ch. 24) St. Louis—Seeks CP to change ERP to vis. 3,126 ft., aur. 312.6 ft. and change HAAT to 1,002 ft. App. March 25.

■ KTRE-TV (ch. 9) Lufkin, Tex.—Seeks CP to change ERP to vis. 158 kw, aur. 31.6 kw; change HAAT to 670 ft., and change ant. App. March 20.

Summary of broadcasting as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,175	173	1,351
Total Radio	9,690	781	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	86	585
Commercial UHF TV	384	232	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,269	186	2,455
UHF translators	1,821	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	208	7,638
UHF translator/boosters	6	0	6
Experimental TV	3	0	3
Remote pickup	12,338	69	12,361
Aural STL & intercity relay	2,838	169	3,007

* Includes off-air licenses.

Actions

AM's

■ KJMB (1450 khz) Blythe, Calif.—Granted app. to increase nighttime power to 1 kw. Action March 18

■ KKAR (540 khz) Hesperia, Calif.—Granted app. to operate transmitter by remote control. Action March 7.

■ KOBO (1450 khz) Yuba City, Calif.—Granted app. to change nighttime power to 500 w. Action March 13.

■ WSBR (740 khz) Boca Raton, Fla.—Granted app. to increase day power 2.5 kw and change day electrical parameter. Action March 13.

■ WESL (1490 khz) East St. Louis, Ill.—Dismissed app. to increase daytime radiation efficiency. Action March 8.

■ KCOG (1400 khz) Centerville, Iowa—Granted app. to change nighttime power to 1 kw. Action March 13.

■ WGCR (1180 khz) Brevard, N.C.—Granted app. to make changes in ant. sys. Action March 14.

FM's

■ KJIZ (101.1 mhz) Kodiak, Alaska—Granted app. to change ERP to 4.3 kw and change HAAT to 36.08 ft. Action March 6.

■ KCIZ (104.9 mhz) Springdale, Ark.—Granted app. to change HAAT to 478.88 ft. and change ERP to 1 kw. Action March 7.

■ KKGO (105.1 mhz) Los Angeles—Granted app. to install aux. sys. and change HAAT to 2,853.6 ft. Action March 7.

■ KSJQ (96.7 mhz) Manteca, Calif.—Granted app. to change HAAT to 328 ft. Action March 11.

■ KLDR-FM (95.1 mhz) Delta, Colo.—Granted app. to change ERP to 100 kw and change HAAT to 969 ft. Action March 14.

■ WXBM-FM (102.7 mhz) Milton, Fla.—Granted app. to change TL; change HAAT to 1,328.4 ft., and make changes in ant. sys. Action March 19.

■ *WKGC-FM (90.7 mhz) Panama City, Fla.—Granted app. to change HAAT to 336 ft. and make changes in ant. sys. Action March 8.

■ WMKM (105.5 mhz) St. Augustine, Fla.—Granted app. to change ERP to 2.12 kw. Action March 14.

■ WKES (101.5 mhz) St. Petersburg, Fla.—Dismissed app. to change TL; change HAAT to 1,429 ft., and make changes in ant. sys. Action March 6.

■ WCUP (100.3 mhz) Tifton, Ga.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,004.66 ft. Action March 15.

■ WMJB (96.7 mhz) Wrens, Ga.—Granted app. to change HAAT to 157 ft. Action March 14.

■ KIPO-FM (93.5 mhz) Lihue, Hawaii—Granted app. to change TL and change ERP to 3 kw. Action March 14.

■ KOSX (98.3 mhz) Chubbuck, Idaho—Granted app. to change TL; change ERP to 3 kw, and change HAAT to minus 10 ft. Action March 11.

■ KMAQ-FM (95.3 mhz) Maquoketa, Iowa—Granted app. to change HAAT to 328 ft. Action March 6.

■ WMDJ-FM (100.1 mhz) Allen, Ky.—Granted app. to change SL outside community of lic. Action March 18.

■ WHRZ (97.7 mhz) Providence, Ky.—Granted app. to change HAAT to 328 ft. Action March 11.

■ WMJX (106.7 mhz) Boston—Granted app. to install new transmission sys. Action March 18.

■ WKSQ (94.5 mhz) Ellsworth, Me.—Granted app. to change ERP to 11.5 kw; change HAAT to 1,026.64 ft., and change TL. Action March 8.

■ WWMR-FM (96.3 mhz) Rumford, Me.—Granted app. to change ERP to 62.5 kw. Action March 14.

■ WQLR (106.5 mhz) Kalamazoo, Mich.—Granted app. to change ERP to 13.7 kw and change HAAT to 900 ft. Action March 14.

■ WYXX (96.1 mhz) Holland, Mich.—Granted app. to make changes in ant. sys. Action March 19.

■ WHWL (95.7 mhz) Marquette, Mich.—Granted app. to change SL. Action March 18.

■ KLBN (92.7 mhz) Albion, Neb.—Granted app. to change TL and change HAAT to 245 ft. Action March 7.

■ WBAB-FM (102.3 mhz) Babylon, N.Y.—Granted app. to change TL and change HAAT to 268 ft. Dismissed separate app. to change ERP to 2.6 kw; change HAAT to 344.4 ft., and make changes in ant. sys. Actions March 7.

■ WLTF (106.5 mhz) Cleveland—Granted app. to change ERP to 11 kw. Action March 7.

■ WLLT (94.9 mhz) Fairfield, Ohio—Granted app. to change ERP to 31 kw. Action March 15.